

CLAIMS

What is claimed is:

1. A tire kit for use on a racing vehicle, the kit comprising:
 - a first tire having first indicia provided thereon to indicate that the first tire is configured to be mounted on a right side of the racing vehicle; and
 - a second tire having second indicia provided thereon to indicate that the second tire is configured to be mounted on a left side of the racing vehicle.
2. The kit of claim 1 wherein the first indicia includes substantially permanent markings on a sidewall of the first tire and the second indicia includes substantially permanent markings on a sidewall of the second tire.
3. The kit of claim 2 wherein the substantially permanent markings are selected from the group consisting of letters, numerals, logos, trademarks, ornamental designs, decorative patterns, and any combination thereof.
4. The kit of claim 1 wherein the first and second indicia differ in color.
5. The kit of claim 1 wherein the first indicia includes a company logo disposed on a sidewall of the first tire and the second indicia includes the company logo disposed on a sidewall of the second tire.
6. The kit of claim 5 wherein the company logo on the sidewall of the first tire and the company logo on the sidewall of the second tire differ in color.
7. The kit of claim 5, wherein the company logo is substantially red in color designating that the first tire is to be mounted on the right side of the racing vehicle.
8. A method of changing a tire on a racing vehicle prior to or during a vehicle race, the method comprising the steps of:
 - removing a first existing tire from a first side of the racing vehicle;

identifying a first replacement tire having first indicia means provided thereon wherein the first indicia means designates the replacement tire for first side installation; and

mounting the replacement tire on the first side of the racing vehicle.

9. The method of claim 8 wherein the first indicia means on the replacement tire is a sufficiently different color than the color of the replacement tire.
10. The method of claim 8 wherein the first indicia means is provided on an outer sidewall of the replacement tire.
11. The method of claim 8 further comprising the steps of:
 - removing a second existing tire from a second side of the racing vehicle;
 - identifying a second replacement tire having second indicia means provided thereon wherein the second indicia means designates the second replacement tire for second side installation; and
 - mounting the second replacement tire on the second side of the racing vehicle.
12. A tire for use on a racing vehicle, the tire having a sidewall, the tire comprising:
 - a color marking disposed on the sidewall of the tire, the color marking being configured to be visibly detected by a racing audience to convey race-related information to the racing audience.
13. The tire of claim 12 wherein the color marking on the sidewall of the tire conveys to the racing audience that the tire on the racing vehicle is constructed of a certain rubber compound.
14. The tire of claim 12 wherein the color marking on the sidewall of the tire conveys to the racing audience that a driver of the racing vehicle is a points leader of a vehicle racing series.

15. The tire of claim 12 wherein the color marking on the sidewall of the tire conveys to the racing audience that a driver of the racing vehicle is a pole position holder of a racing event.
16. The tire of claim 12 wherein the color marking on the sidewall of the tire includes an arcuate segment.
17. The tire of claim 12 wherein the color marking on the sidewall of the tire includes multiple spaced-apart arcuate segments.
18. A method of providing race-specific information to an audience during a race of vehicles along a track, the method comprising the steps of:
 - mounting a tire onto a vehicle entered in the race, the tire having information-bearing indicia provided on an outer sidewall of the tire; and
 - driving the vehicle along the track to expose the outer sidewall of the tire to the audience thereby permitting the audience to visibly detect the information-bearing indicia on the outer sidewall of the tire.
19. The method of claim 18 wherein the information-bearing indicia is a colored stripe that extends around at least a portion of a circumference of the outer sidewall of the tire.
20. The method of claim 18 wherein the information-bearing indicia designates a type of rubber compound used to construct the tire.
21. The method of claim 18 wherein the information-bearing indicia designates a points leader of a vehicle racing series.
22. The method of claim 18 wherein the audience includes a television audience.
23. A tire for use on a racing vehicle, the tire having a sidewall, the tire comprising:
 - a high visibility color marking disposed on the sidewall of the tire wherein the color marking is configured to be used as a designator.

24. The tire of claim 23 wherein the color marking designates left or right side installation of the tire on the racing vehicle.
25. The tire of claim 23 wherein the color marking designates that the tire is constructed of a certain rubber compound.
26. The tire of claim 23 wherein the color marking designates a points leader of a vehicle racing series.